



Image credits: EWS

CASE STUDY

2021

## Enabling Precision & Sustainability For One Of The Largest Seed Companies In The World

Increasing Yield And Creating Opportunities For  
Smallholder Farmers



EAST-WEST SEED



## The Company

East-West Seed is a privately-owned Dutch company that is one of the largest vegetable seed companies in the world and a producer of an assortment of hybrids and open-pollinated seeds.

East-West Seed is the market leader for tropical vegetable seeds in Asia. It develops, produces and markets hybrid tropical vegetable seeds. The company has developed its business over the last four decades using superior vegetable breeding combined with a carefully cultivated and nurtured relationship with local

farmers wherever it operates. The company holds strong market positions in Asia and is rapidly expanding in Africa and Latin America.

East-West Seed is presently enhancing its business operations and the technology they use. While the organisation has been extremely successful in their endeavours as a seed company in the last 39 years, they envision the crux of business transformation in their need to change the way they operate and in the way they make the best use of modern technologies.



## The Challenge

The organisation faced the following challenges and there was an urgent need for digitization to help the

company in their efforts to increase yield per acre.



Cumbersome and cost-ineffective process of the field agents to capture data



Loss of data due to manual data collection through forms



Lack of accurate means to measure performance of each seed variety



Lack of visibility on the activities of the field staff



Difficulty in monitoring the quantity of agrochemicals used by farmers



Inconsistent metrics on seed performance across value chain





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## CropIn's Innovation

EWS has partnered with CropIn to implement SmartFarmTM for its operations in six regions across Asia - Indonesia, India, Thailand, Philippines, Myanmar

and Vietnam. The goal of the partnership is to achieve -



### Visibility of Seed Varieties & Field Operations

- Analysing various metrics to substantiate grades with respect to seed varieties
- Measure performance of each seed variety in different soil or agro-climatic conditions
- Overview of field officers and growers



### Production Accuracy

- Maintain production growth rates and grower efficiencies
- Set preemptive protocols to gain insights into seed performance and track it across the value chain





**SmartFarm** is an end-to-end farm data management solution that monitors all processes leading up to harvest. The solution leverages ground-truth data, weather advisory, and accurate insights based on satellite monitoring to enable data-driven farm and business operations. By tracking, managing and monitoring every step - from input to execution - all in one place, SmartFarm helps achieve efficiency and improves traceability and output predictability.



Some of the **other notable features** that aided the digitisation activities include:



An offline mode that enables data collection even in the absence of internet connectivity in remote locations



Multilingual support in 15+ regional languages, which simplifies the company's communication with users in countries where English is not the primary language



High levels of data encryption to provide security and preserve privacy

Image credits: EWS



## IMPACT NUMBERS

21,624+

Hectares Of Area Audited

14,200+

Farmers Registered

Regions

Indonesia, India, Thailand,  
Philippines, Myanmar, Vietnam

272

Field Staff Empowered

35+ & 400+

Crops Recorded  
Crop Varieties



Image credits: EWS

Image credits: Mercy Corps



SmartFarm™

FARM  
MANAGEMENT  
SOLUTION



SmartRisk™

AGRI BUSINESS  
INTELLIGENCE  
SOLUTION



SmartWare™

PACKHOUSE  
SOLUTION &  
TRACEABILITY



SmartSales™

INPUT CHANNEL  
MANAGEMENT  
SOLUTION



Acresquare™

POWER OF TEHCNOLOGY  
FOR YOUR FARMERS